

Belt-tightening at the FCC ☐ New forum
for emerging MDS ☐ Broadcasting goes to a party

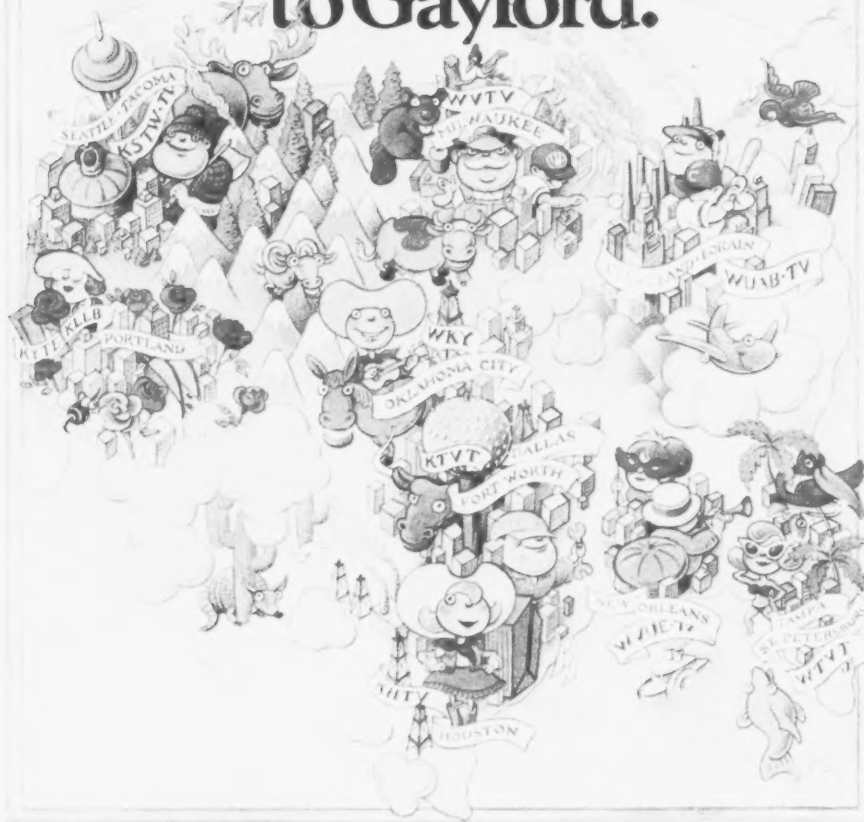
Broadcasting **Oct 19**

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Our 51st Year ☐ 1981

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The Week in Brief

TOP OF THE WEEK

FCC TIGHTENING ITS BELT □ Fowler outlines procedures being implemented to comply with OMB's plan for \$9-million cut in commission's 1982 budget. **PAGE 31.**

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'BROADCASTING' AT 50 □ It was gala occasion for approximately 1,200 who turned out for Broadcast Pioneers dinner honoring Editor Sol Taishoff. **PAGE 34.**

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TRAINING FOR THE FUTURE IN THE PAST □ Last May, Jim Lynagh took 30 years of front-line experience in radio and TV to the presidency of Multimedia. With that background, he is coping with the new challenges of the diversified firm. **PAGE 87.**

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Broadcasting Oct 19

Vol. 101 No. 16

TOP OF THE WEEK

FCC beset by budget cuts

Under OMB plan, commission faces \$9 million cut, losing over 300 employees; Complaints and Compliance would be abolished, other divisions reduced

Like most other federal agencies, the FCC under the Reagan administration's proposed 12% budget cut is feeling what it is like to be poor. The 1982 budget, originally set for \$77 million, would be cut more than \$9 million. Several hundred of the 2,000 employees would depart, most through reductions in force, some through attrition. Some functions the agency performs would disappear and others would be curtailed. And all employees would experience the pain of unpaid vacations.

Chairman Mark S. Fowler laid out the problems the agency is facing and how it is considering dealing with them, in meetings with Washington area employees who assembled in three shifts, on Thursday, in a theater adjoining the FCC headquarters building. His purpose was to assure the worried staffers they would be fully informed of developments and would be treated fairly.

But as he said, there remain many uncertainties.

For one thing, Congress may not approve the full cut the President is seeking; Senate Republican leaders last week were talking of halving the proposed cuts. For another, the reductions in agency personnel and functions the commission sent to the Senate Appropriations Committee and the Office of Management and Budget are so-called "first cut"; they are a consolidation of recommendations by bureau and office chiefs, who made them essentially on the basis of pro rata reductions of positions.

A task force under the direction of Commissioner Anne Jones is evaluating every program on the agency's books—including those that program managers left untouched—to rank them by priority and to determine which could be reduced or eliminated. The commission's final decisions on cuts in programs will be based on a review of the Jones task force's recommendations, due late next month.

What's more, as Fowler pointed out in his sessions with employees on Thursday, the elimination of a function would not necessarily mean the employees responsible for it would be fired; based on various factors, staffers could be moved to new

assignments, bumping other employees.

Uncertainties aside, the news on Thursday was grim. The commission is contemplating a reduction in force of 296 employees as of March 31, 1982. Another 79 would be lost through attrition. A hiring freeze would be in effect through the year. Those still on the payroll would be furloughed without pay for 10 days during the year. All nonpermanent employees—they now number 125—would be terminated. Cuts in expenditures would save another \$2,177,000. And a ban on promotions is under consideration.

Translated into terms of specific bureaus and offices and functions, the recommended cuts profile a shrunken agency getting by by doing less. The number of Broadcast Bureau employees, for instance, would drop from 301 to 230. And while bureau chief Richard Shiben regards the license-application processing function as inviolate—it will receive all the resources needed, he says—other functions do not fare as well. The Complaints and Compliance Division, for instance, created 20 years ago when scandal in the industry seemed to warrant an enforcement arm, would be abolished, with a saving of 35 employees. The functions would be folded into the Renewal and Transfer Division, but the cut would, the bureau said, require "a change in the way the fairness doctrine is administered" and a "delay" in responding to complaints from the public.

In other proposed cuts, the Office of Planning and Evaluation would be eliminated, for a saving of five employees, although its functions would be absorbed by other sections of the bureau. Renewal and Transfer would lose 12 of 51 employees; the hearing division, 11 of 22; policy and rulemaking, six of 49; and international, six of 15.

Throughout the package of reports compiled by the commission, the story of reduced service is the same. Among the 85 employees who would be cut from the Field Operations Bureau are five of the nine now engaged in monitoring TV, FM, cable television and microwave operations. The result of their loss, FOB says, would be the bureau's inability to respond to industry requests for assistance on most interference problems, a loss of service to the public and "certainly increased costs brought about by higher costs to the corporate entities to locate and resolve interference problems."

The cuts would also mean a rollback in recent efforts to serve the public and minorities. The equal employment opportunity staff within the Broadcast Bureau would be reduced from 10 to eight; the EEO unit in the Cable Television Bureau from four-and-a-half to two, if not to zero. The minority and small business division in the Office of Public Affairs would be eliminated, for a saving of two employees; the division's functions would be transferred to the office's deputy director for policy and minority enterprises. And the office's consumer assistance and information division would be consolidated under an assistant director for assistance and in-

Fiscal year 1982 full-time permanent positions

Bureau/Office	FY 1981 ceiling	FY 1982 ceiling	Recommended reductions	New 1982 ceiling
Broadcast Bureau	309	301	-71	230
Common Carrier Bureau	299	289	-21	268
Private Radio Bureau	258	250	-52	198
Field Operations Bureau	455	441	-85	356
Science & Technology	131	126	-28	98
Cable Television Bureau	47	46	-15	31
Executive Director	303	295	-70	225
General Counsel	52	50	-11	39
Plans & Policy	25	21	-5	16
Public Affairs	25	24	-5	19
Administrative				
Law Judges	25	24	-5	19
Opinions & Review	18	17	-4	13
Review Board	11	11	-3	8
Commissioners	46	46	-	46
Totals	2,004	1,941	-375	1,566

Armstrong, NRBA give out radio programing awards

The Armstrong Foundation and the National Radio Broadcasters Association presented the 17th annual Armstrong Awards for "excellence and originality in radio programing" last Friday at Columbia University in New York.

The awards, in honor of the late Edwin Howard Armstrong, "the inventor of frequency modulation," were originally designed to pay tribute to FM broadcasters. In the past few years, though, AM

stations have been included in the program.

Hosting the 1980 awards ceremony was pioneer broadcaster John Cameron Swayze. Apart from the six categories: music, education, news documentary, creative use of the medium, news and community service, a special Armstrong Award was presented posthumously to Lowell Thomas and accepted by CBS Radio anchor Douglas Edwards.

Also, representing a first for the Armstrong Awards, was a live, 90-minute broadcast of the evening's event over National Public Radio and produced by WNYC-FM New York. The show was fed to about 230 primarily FM stations throughout the country.

Below is the list of the 1980 Armstrong Awards recipients.

Music

WLIR-FM Garden City, N.Y. □ *Roadhouse Blues: A Tribute to Jim Morrison*, first place.
South Carolina Educational Radio Network Columbia, S.C. □ *Marian McPartland's Piano Jazz II*, featuring Eubie Blake, second place.
CHFI-FM Toronto, Ont. □ *The South from the Tapestry* series, honorable mention.

Education

CBC-AM Toronto, Ont. □ *Africa Week* series, first place.
National Public Radio Washington □ *Options in Education: Race Against Time*, second place.
WNYC(AM) New York □ *Danzig*, honorable mention.
WGBH-FM Boston □ *Harlem Stories*, from the series, *First Person America: Voices from the 30's*, honorable mention.

News Documentary

NBC News New York □ *Kent State* from *The Source Report*, first place.
National Public Radio Washington □ *Not So Placid: The 1980 Winter Olympics*, second place.
WOR(AM) New York □ *The Blue Minority*, honorable mention.
WAHT(AM) Lebanon, Pa. □ *Sexual Shakedown, The Sexual Harassment of Women*, honorable mention.

Creative Use of the Medium

WITF-FM Hershey, Pa. □ *Virginia Woolf and Company*, first place.
KUSC-FM University of Southern California, Los Angeles □ *The Barber of Nuremberg Strikes Back*, second place.
WGBH-FM Boston □ *Roll of Thunder, Hear My Cry*, honorable mention.
Radio Arts Inc. New York □ *The Thirteen Clocks*, honorable mention.

News

KNX(AM) Los Angeles □ *Busing Ruling* reports, first place.
ABC Radio News New York □ *The Hostage Americans*, second place.
WBZ(AM) Boston □ *1980 Election Year*, honorable mention.
WMAQ(AM) Chicago □ *Chicago Firefighters Strike*, honorable mention.

Community Service

KTMC(AM) McAlester Okla. □ *Is There a Justice?*, first place.
KMOX(AM) St. Louis □ *Who Killed Marvalette Russell?*, second place.
WDBO-AM Orlando, Fla. □ *Fair Share or Fair Game*, honorable mention.
WBZ(AM) Boston □ *Auto Theft/Theft Patrol* series, honorable mention.

TIO disputes evangelists audience claims

Report says several TV ministries claim exaggerated viewer figures

In a new report by the Television Information Office, "The New Television Pressure Groups: A Perspective on the Drive Against Diversity," evidence is cited that several well known television ministries have greatly exaggerated the size of their viewing audiences ("Closed Circuit," Aug. 24).

The TIO study cites sociologist William Martin who examined audience claims of the electronic evangelists for an article that appeared in *Atlantic Monthly*. Martin noted, according to TIO, that Rex Humbard's publicity materials "once claimed over 100 million [viewers]" but now "admits to the more modest 1.4 million viewers weekly."

Electronic church minister James Robison, said TIO, "concentrates his publicity on potential figures of 50 million to 60 million, while in actuality there are about a million viewers."

Martin reported that Bert Clendennen claimed his program reaches "one out of every two people on the face of the earth"

when in fact his program was not listed in the top five TV ministries (in terms of audience numbers) released by A.C. Nielsen Co. for February and November 1980. The ministry with the highest following, according to Nielsen, is Oral Roberts with a total audience of 2,351,000, followed by Robert Schuller (2,130,000), Rex Humbard (2,079,000), Jimmy Swaggart (1,789,000) and Jerry Falwell (1,440,000) (see chart below).

Martin also reported that while Falwell's audience totals more than 1.5 million per week, it has been listed from anywhere from six million to 30 million per week.

Martin also contended that Jim Bakker's claims to an audience of 20 million were described as a "total fabrication" by his own associates in an article in the *Charlotte (N.C.) Observer*.

Martin indicated that demographically, the audience of the electronic church is centered on rural areas in the South and Midwest and are predominantly middle-aged females of working-class or lower-class backgrounds and "true believers, mostly members of conservative Protestant churches."

Audience data on 10 syndicated television ministries

Ministry	Stations	Rating (% of viewer households in coverage area)	Total Audience	Total Households	% Change in Total Households since Febru- ary, 1980
Oral Roberts	177	2.1	2,351,000	1,553,000	-21.6
Robert Schuller	161	2.0	2,130,000	1,427,000	- 3.6
Rex Humbard	209	1.8	2,079,000	1,308,000	-21.0
Jimmy Swaggart	207	1.5	1,789,000	1,148,000	-10.0
Jerry Falwell	244	1.35	1,440,000	986,000	- 2.3
Day of Discovery	180	1.3	1,267,000	879,000	-14.1
PTL Club	193	1.3	1,050,000	776,000	-11.9
700 Club	123	.9	705,000	569,000	- 4.7
James Robison	69	1.2	575,000	383,000	+ 7.3
Ken Copeland	69	.7	381,000	277,000	-14.4
Total			13,767,000	9,306,000	

MCA's new Florida park equipped for video production

When MCA opens its University City Florida theme park in Orlando in 1984, the stage, or stages, won't only be set for fun and games. Of four sound stages being constructed at the site, whose total cost is estimated by MCA at some \$170 million, two will be devoted to a theme park tour that will be modeled on the original at MCA's Universal City in California. The other two can be used for production purposes, with one intended to have videotape capability.

The company insists that the production studios are just a "small element" in the overall scheme of the park, which will have 18 "sets" in its movie-theme tour, including 22 different animations.

■ ***WFDD-FM Winston-Salem, N.C.**—Granted CP for chgs. in ant. sys.; change type trans.; change type ant. (H&V); increase ERP to 100 kw (H&V); increase HAAT to 425 ft. (H&V) and change TPO. Action Sept. 15.

■ **WSWR(FM) Shelby, Ohio**—Dismissed application for modification of CP (BPH-790117AH, as mod.) to locate SL and RC at 47 East Main Street, Shelby, Ohio. Action Feb. 10.

■ **WAIM-FM Anderson, S.C.**—Granted CP to install aux. ant. on main tower, to be operated with ERP of 60 kw (H&V); change HAAT to 473 ft. (H&V) and change TPO for aux. purposes only. Action Sept. 28.

■ **WKTM(FM) North Charleston, S.C.**—Granted modification of CP (BPH-800501AE) to make changes in ant. sys.; change TL; increase ERP to 100 kw (H&V); decrease HAAT to 547 ft. (H&V) and change TPO. Action Sept. 25.

■ **KRCS(FM) Sturgis, S.D.**—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; increase HAAT to 492 ft. (H&V) and change TPO. Action Sept. 22.

■ ***WMBW(FM) Chattanooga, Tenn.**—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; increase HAAT to 1423 ft. (H&V), and change TPO. Action Sept. 18.

■ **KGNC-FM Amarillo, Tex.**—Granted CP to increase ERP to 100 kw (H&V); decrease HAAT to 1282 ft.; change type trans. and change TPO. Action Sept. 24.

■ **KASE(FM) Austin, Tex.**—Granted CP to change TL; increase ERP to 100 kw (H&V); change HAAT to 1190 ft. (H&V); change type transmitter and make changes in ant. sys. Action Sept. 15.

■ **KTXQ-FM Fort Worth, Tex.**—Granted CP to install aux. ant. at different location; change SL and NO. 1 RC; change ERP to 7.96 kw (H&V); change HAAT to 472 ft. (H&V) and change TPO. Action Sept. 16.

■ **KONA-FM Kennewick, Wash.**—Granted CP to install aux. ant. on main tower; to be operated with ERP of 10 kw (H&V); change HAAT to 1031 ft. (H&V) and change TPO. Action Sept. 16.

■ **WKEE-FM Huntington, W. Va.**—Granted CP to install aux. ant. on main tower; to be operated with ERP of 27 kw (H); change HAAT to 347 ft. (H) and change TPO (for aux. purposes only). Action Sept. 16.

■ ***WORT(FM) Madison, Wis.**—Granted CP to change frequency to 89.9 mhz; and increase ERP to 1.982 kw (H&V). Action Sept. 15.

■ **WMIL-FM Waukesha, Wis.**—Granted CP to change TL and SL; make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 20 kw (H&V); increase HAAT to 500 ft. (H&V) and change TPO. Action Sept. 22.

In Contest

Designated for hearing

■ **Tucson, Ariz. new TV (ch. 40)**—Valle Verde Broadcasting Corp., J. P. Communications Inc., Focus Broadcasting of Tucson Inc., Sunwest Broadcasting Inc., and National Group Telecommunications of Tucson Inc.; to determine if Focus, Sunwest, and National are financially qualified; which of proposals would, comparatively, best serve public interest; which of applications should be granted (BC Doc. Nos. 81-658-662). Action Sept. 14.

■ **Glenwood Springs, Calif. new TV (ch. 3)**—Western Slope Communications Ltd., and High Country Television Inc.; to determine if Western Slope is financially qualified; whether High Country's application is consistent with Sections 73.636(a)(1) and 73.636(a)(2) of rules with respect to regional concentration of control; which of proposals would, comparatively, better serve public interest; and which applications to grant (BC Doc. 81-665-666). Action Sept. 18.

■ **Madison, Fla. new FM (104.9 mhz)**—Madison Communications Corp. and Billy G. Walker; to determine which of proposals would, comparatively, best serve public interest and which of applications to grant (BC Doc. 81-673-674). Action Sept. 22.

■ **Nevada, Mo. new FM (97.7 mhz)**—Kesler Broadcasting Co. and Nevada Broadcasting Corp.; to determine whether there is a reasonable possibility that tower height and locations proposed by Kesler would constitute hazard to air navigation; which of proposals would, comparatively, best serve public interest and which of applications to grant (BD Doc. 81-671-672). Action Sept. 22.

FCC decisions

■ **FCC proposed \$6,000 fine against Desert Empire Television Corp.**, licensee of station KMIR-TV Palm Springs, Ca., for ex parte contacts with Commissioners during restricted adjudicative proceeding involving station. Contacts, made by letter, were by John Conte, president of Desert Empire, and his wife, Mrs. Sirpuhe Philibousian Conte, an officer, director and stockholder of corporation. Letters were sent to former Chairman Charles D. Ferris and former Commissioner Robert E. Lee while they were in office and to Speaker Thomas P. O'Neill, Jr., of House of Representatives, requesting him to discuss proceeding with Ferris. Proceeding involved Desert Empire's request for waiver of rules which would have given it special protection by forbidding cable systems in its service area to carry NBC programming broadcast by KNBC, Los Angeles. Action Sept. 22.

■ **FCC denied applications by Hubbard Broadcasting Inc.** for review of Broadcast Bureau's denial of its request seeking Class I-A operation for KOB(AM) Albuquerque, N.M. On March 1, 1981, Hubbard asked FCC to amend rules to reflect Class I-A assignment on 770 khz in Albuquerque and co-channel Class II-A assignment in New York City. It simultaneously filed application for KOB to operate as Class I-A station on 770 khz. The Commission said it agreed with Bureau dismissal of rulemaking and that Bureau Chief acted within his authority in doing so. Action Sept. 30.

■ **FCC reduced fine against Smith Broadcasting Inc.** from \$500 to \$200 for airing lottery information by its stations WIXK-AM-FM New Richmond, Wis. In seeking review, Smith did not deny that its announcements on July 18 and 19, 1980, promoted lottery, but contended that Broadcast Bureau failed to consider nature of contest involved, which Smith claimed was charity promotion for local Chamber of Commerce. FCC pointed out that only exemptions from prohibition on broadcasting lottery information are announcements of state-sponsored lottery and non-profit fishing

contests. Since River Falls Chamber of Commerce received part of proceeds from promotion, all elements of lottery, including consideration, were present. Commission said that in view of circumstances in this case reduction of fine to \$200 is warranted. Action Sept. 30.

■ **FCC eliminated requirement for TV stations to file form 301A for authorization to operate by remote control.** With advanced remote control technology now available, FCC added, present application and authorization requirements for TV remote control operation served no useful regulatory purpose, but imposed unnecessary work on both licensees and FCC staff. Amendments become effective Oct. 22, 1981. Action Oct. 1.

■ **FCC exempted Christian Broadcasting Network from restrictions imposed on networks with respect to syndication, financial interest and prime time access rules.** FCC said network restrictions could so limit CBN's activities as to prevent its development as alternative program source. Therefore, it waived network definition to allow CBN to provide up to 30 hours of programming to affiliates without being considered network. This limit is well below current level provided by three major networks. By waiving rules, FCC said, it would maintain originally desired growth of additional sources of programming pending full review of current network regulatory practices. Action Oct. 1.

■ **FCC advised stations KMPH(TV) Visalia, Calif., and KXKS(AM)-KKJY(FM) Albuquerque, N.M., to reevaluate their sources and techniques for recruiting Hispanic employees and has imposed periodic EEO progress reports on them.** FCC said both licensees should reevaluate their recruitment sources and techniques to ensure that they produce enough qualified Hispanic applicants as jobs become available. Largest minority in both service areas is Hispanic. It directed KMPH to submit detailed employment and recruitment reports by Sept. 1, 1982, and with its next license renewal application. KXKS-KKJY was directed to submit similar reports by Aug. 1, 1982, and with its next renewal application. Action Oct. 1.

■ **FCC denied Nuance Corp. review of previous decision granting application of Midcom Corp. for new FM at Columbia, S.C.** Competing applications of Nuance and Midcom were designated for hearing in Sept., 1978. In initial decision released in May, 1980, presiding ALJ determined Midcom was more qualified. Judge found Midcom deserved overwhelming preference under media diversification criterion, which outweighed demerit against Midcom based on conduct of one of its former principals and slight preference to Nuance based on its management integration proposal. Upon appeal of decision by Nuance, Review Board affirmed judge's conclusions. Action Oct. 1.

Allocations

Petitions

■ **Bozeman, Mont.**—In response to petition by Garyowen Corp.; proposed assigning UHF ch. 22 to Bozeman, Mont., as its second commercial TV; comments due Dec. 4, reply comments Dec. 24 (BC Doc. 81-701). Action Sept. 28.

■ **Wishek, N.D.**—In response to petition by Wishek Broadcasting Inc.; proposed assigning 100.3 mhz to Wishek as its first FM; comments due Dec. 4, reply comments Dec. 24 (BC Doc. 81-702). Action Sept. 28.

■ **Lufkin, Tex.**—In response to petition by Jalene Manske; proposed assigning 107.3 mhz to Lufkin as its third FM; comments due Dec. 4, reply comments Dec. 24 (BC Doc. 81-700). Action Sept. 28.

Assignments

■ **Coeur D'Alene, Idaho**—Assigned 102.3 mhz to Coeur D'Alene as its second FM; effective Nov. 24 (BC Doc. 80-50). Action Sept. 18.

■ **Brownsville, Edinburg, Harlingen, Raymondville, and Rio Grande City, all Texas**—Denied petition by Rio Grande Valley Catholic Communications Inc., proposing assignment of 88.1 mhz to Harlingen (BC Doc. 81-252). Action Sept. 28.

■ **Christianssted and Frederiksted, both Vermont**—Assigned 95.1 mhz and 100.3 mhz to Christianssted; effective Dec. 4 (BC Doc. 81-284). Action Sept. 28.

■ **Deer Park, Wash.**—Assigned 107.1 mhz to Deer Park as its first FM; effective Dec. 4 (BC Doc. 81-281). Action Sept. 28.

Summary of Broadcasting

FCC tabulations as of Aug. 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,617	3	0	4,620	130	4,750
Commercial FM	3,328	2	0	3,330	185	3,515
Educational FM	1,110	0	0	1,110	65	1,175
Total Radio	9,055	5	0	9,060	380	9,440
Commercial TV						
VHF	521	1	0	522	6	528
UHF	244	0	0	244	112	356
Educational TV						
VHF	103	1	3	108	6	113
UHF	156	2	4	162	17	179
Total TV	1,024	4	7	1,036	141	1,176
FM Translators	401	0	0	401	210	611
TV Translators						
UHF	2,655	0	0	2,655	182	2,837
VHF	1,470	0	0	1,470	428	1,898

*Special temporary authorization

**Includes off-air licenses